



# The 10 Deadly Sins of Marketing

## Overview of the Program

- By avoiding the common challenges, you will save money, increase the effectiveness of your marketing, and know what will work and won't before you spend a dime.
- Know why past marketing efforts did or did not work.
- Techniques have been proven in all industries, in companies of all stages, and by owners of all experience levels.
- Facilitated by a proven business development coach that has extensive experience in building companies
- Great for both service and product based companies and professionals.
- Guaranteed to work or your money back.

## **Marketing is one of the most important systems that business owners neglect.**

Everyone has a different approach to marketing. Some go to networking events, others do direct mail or use the yellow pages. The foundation behind any successful marketing campaign is a clear understanding of the market you are servicing, how they need to hear the information, and the format and schedule with which to share this information. Understanding these components will make marketing an investment for your business; not understanding them runs the chance of spending money with no chance of return.

In this session, we will discuss the most common mistakes business owners make when it comes to marketing and steps they can take to ensure marketing is always a wise investment for their business.

"Incremental and planned efforts create measurable and exponential results."



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